



WXYZ

ORDER

Print Date 10/06/12

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Flight Dates **10/08/12-10/14/12**

Contract / Revision **313914 /** **DIBC2 Detroit Int Bridge Co 2012**

Original Date / Revision Agency Com 15%

10/04/12 10/04/12 Billing Contact

Advertiser **The People Should Decide C**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact Sales Office EWSDC

814 King Street - Suite 400
Alexandria, VA 22314-3039 Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C08B**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30% Market Value 102000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	25500
WDWB	%	0
WJBK	25%	25500
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	20400

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	27	\$26,010.00	\$30,600.00	0.00	10/01/12	10/14/12	27	\$26,010.00	\$30,600.00
Totals	27	\$26,010.00	\$30,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/08/12	10/12/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5			\$300.00			0.00			
N 2	WXYZ	10/08/12	10/11/12	5am News M-F 5am News M-F	CM	5-6am M-F	M--T---	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M--T---		2			\$900.00			0.00			
N 3	WXYZ	10/08/12	10/12/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WXYZ

Print Date: 10/06/12

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Contract / Revision **313914** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C08B**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/08/12	10/12/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$1,000.00		0.00			
N 4	WXYZ	10/13/12	10/13/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$500.00		0.00			
N 5	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$900.00		0.00			
N 6	WXYZ	10/08/12	10/12/12	5p News 5-6pm M-F	CM	5-6pm M-F	-T-TF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-TF--					3	\$2,000.00		0.00			
N 7	WXYZ	10/08/12	10/11/12	7p News M-F 7-730p	CM	7-730pm M-F	M-WT---	:30	3	\$2,500.00	FX	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-WT---					3	\$2,500.00		0.00			
N 8	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,800.00		0.00			
N 9	WXYZ	10/13/12	10/13/12	SA 1130p-1230a Sat 12m-12:30am Let's A:	CM	1130pm-1230am (12:00 XM-12:30 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$250.00		0.00			
N 10	WXYZ	10/13/12	10/13/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$175.00		0.00			
N 11	WXYZ	10/14/12	10/14/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$175.00		0.00			
N 12	WXYZ	10/14/12	10/14/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
N 13	WXYZ	10/09/12	10/11/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	-T-T---	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-T---					2	\$2,000.00		0.00			
Totals														27	\$30,600.00